**AMENDMENTS TO THE CLAIMS**:

1. (Currently Amended) A method of packaging a consumer product, the method comprising the steps of:

providing a container having a housing and, disposed therein;

an audio integrated circuit capable of converting digital audio data into electrical audio signals;

a memory connected to or integral with the audio integrated circuit for providing digital audio data to the audio integrated circuit;

an input connected to the memory through which digital audio data can be uploaded to the memory;

a transducer for receiving electrical audio signals from the audio integrated circuit and reproducing corresponding sound signals therefrom;

a battery connected to power the audio integrated circuit and the transducer; and

a manually actuatable switch for causing the audio integrated circuit to operate to receive digital audio data from the memory and to provide electrical audio signals to the transducer for reproduction of audio material;

inserting a consumer product into the container; ~~and~~

subsequently uploading to the memory, via the input terminal, digital data pertaining to the contents of the consumer product for output via the speaker ~~and pertaining to the contents of the consumer product~~; and

sealing the container.

2. (Original) The method according to claim 1, wherein the consumer product is selected from one of a plurality of supply lines each supply line carrying a different consumer product, and the digital data is correspondingly selected from a plurality of sets of data.

3. (Previously Presented) The method according to claim 1, wherein the integrated circuit chip is application specific.

4. (Previously Presented) The method according to claim 1, wherein the consumer product is a CD or DVD.

5. (Original) The method according to claim 4, wherein the digital data comprises excerpts from each of the tracks on the CD.

6. (Original) The method according to claim 4, wherein the digital data comprises excerpts from the soundtrack of the DVD.

7. (Previously Presented) The method according to claim 1, wherein the input terminal comprises an RF transceiver.